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JACKSON & PERKINS COMPANY

NURSEYMEN

WHOLESALE ONLY

BRANCH NURSERIES AT SHILOH, N.J. NEAR BRIDGETON

NEWARK, NEW YORK

January, 1927

Mr. Seedsman,
Anywhere, U. S. A.

Dear Sir:

You want additional profit; you want more customers. You must have more people in your store next spring.

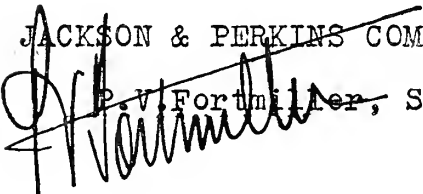
We know you have a demand for Rose Bushes and Hardy Shrubs at planting-time. To meet this demand we have figured out an easy way for you to handle these plants in connection with seeds and implements.

The proposition is described in the following pages. It requires no expert knowledge on the part of yourself or your clerks, and no special equipment. It makes it just as easy to sell Nursery Stock as seeds and bulbs, and yields a margin of profit which more than justifies your introducing an additional line.

Besides being a profitable line, the strong appeal of Roses and Shrubs brings more people into the store to whom seeds and garden accessories may be sold.

Yours sincerely,

JACKSON & PERKINS COMPANY.

 P. V. Fortmiller, Secretary.

PVF:S

SELL PLANTS WITH EASE AND PROFIT

J. & P. INDIVIDUALLY WRAPPED PLANTS SAVE TIME AND MONEY

The Package Goods Idea

PACKAGE goods are easiest and quickest to sell. Specially prepared for the retail trade, Jackson & Perkins' Roses and Shrubs are as easy to handle as boxes of crackers or canned tomatoes.

Individually Wrapped

The roots of each plant are carefully packed in moss and securely wrapped in burlap, which will not tear or work loose. This wrapping prevents the dirt and confusion of the usual loose packing, and keeps the plant moist and fresh, insuring that it will live and prosper when planted by the purchaser. This is a very important factor in increasing profit and volume of business. The buyer of nursery stock wants goods that will give satisfaction just as much as the buyer of any other commodity.

The branches of each plant are tightly tied in, so that they will not become entangled with each other or be broken or scarred in separating them. To each plant is securely fastened a printed label bearing the name and description of the plant, with instructions for planting and care.

Conveniently Packed

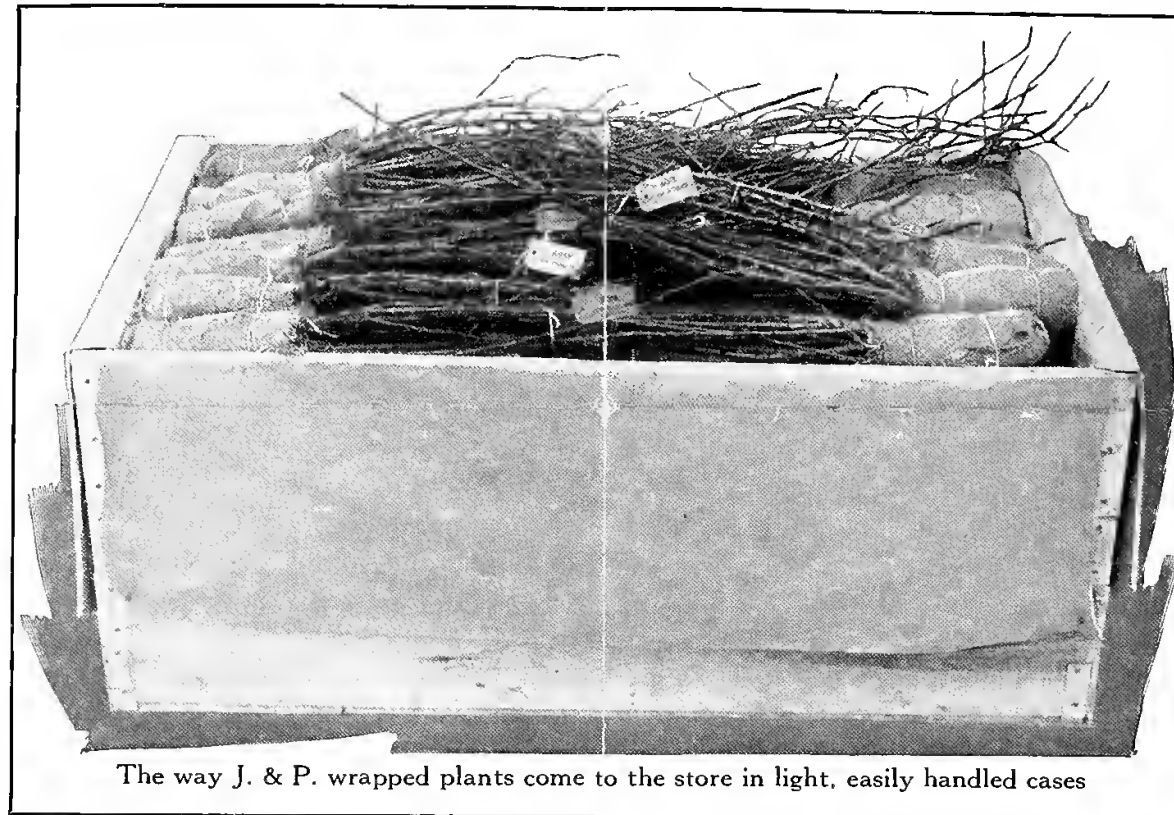
These individually wrapped plants are packed in lots of 10 of one kind in cases of 100, and the cases may consist of one kind entirely, or of an assortment of several kinds in 10's or multiples of 10. The boxes are light and compact, about 4 feet long and 20 inches square. Each one is accompanied with an inventory of its contents, so that only one need be opened at a time, and reserve boxes may be kept in the stockroom until needed.

They take up very little room and may be used to display the plants, either on the floor of the salesroom or on the counter.

No Confusion

There is no dirt, no mess, no confusion in handling merchandise prepared in this fashion. It puts shrubs and roses into the class with popular shelf- or package-goods, which have

only to be passed out to the customer in exchange for cash, with the least possible bother.



The way J. & P. wrapped plants come to the store in light, easily handled cases

Sales Helps

THE manner in which the plants are packed and labeled, together with the sales helps which we will supply, are such that no special knowledge of Roses or Shrubs is demanded from clerks or other help.

Colored Pictures

With each box of plants we send a set of colored pictures which accurately portray the flowers or the habit of each variety of plant which it contains. As a reliable guide to the salespeople, these pictures can be mounted on cards, with the selling price designated, and when placed on display with the actual plants, have a tremendous selling power.

Advertising

In addition, this same folder provides material for good advertising copy to be run in local newspapers early in the season, thus drawing people into the store earlier than they usually come for seeds and accessories.

To assist the dealer in preparing such advertising, we have made available a number of electrotypes of various subjects, a few of which are illustrated on the last page of this folder.

Direct Mail

We also suggest a small circular invitation to customers and new prospects to visit the store to see the new material on display. Our advertising department is ready and willing to assist in the preparation of any advertising and circulars the dealer may need.

Besides, we are always ready and even anxious to answer dealers' questions and to advise in regard to selection and proper marketing of plants.

Your Profit

The Market

THE opportunity for selling good plants is limited only by the amount of effort the seedsman puts back of it. People absorb plants into their gardens as they consume food and clothing. The market is always there, always open, and never over-supplied. Foresight and ordinary business acumen demands that the seedsman take advantage of it.

Quality of Stock

The plants we send out are of finest quality, grading strictly Number 1, strong, field-grown. They should not be confused with the inferior material which is often offered by department stores.

Profit

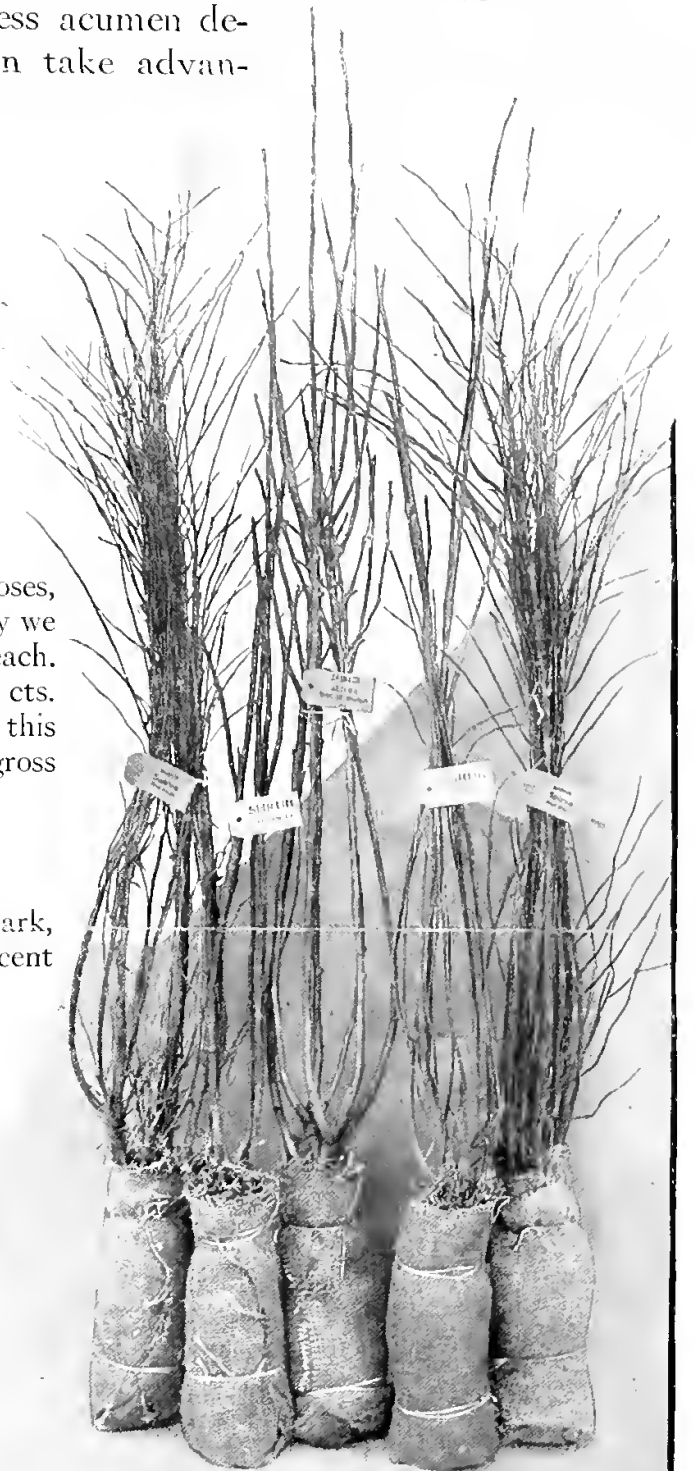
The average retail price for Roses, Shrubs, and Vines of the quality we supply is from 75 cts. to \$1 each. Perennial plants fetch 30 to 50 cts. each. At the prices quoted in this folder, the dealer makes a gross profit of 100 to 150 per cent.

Terms

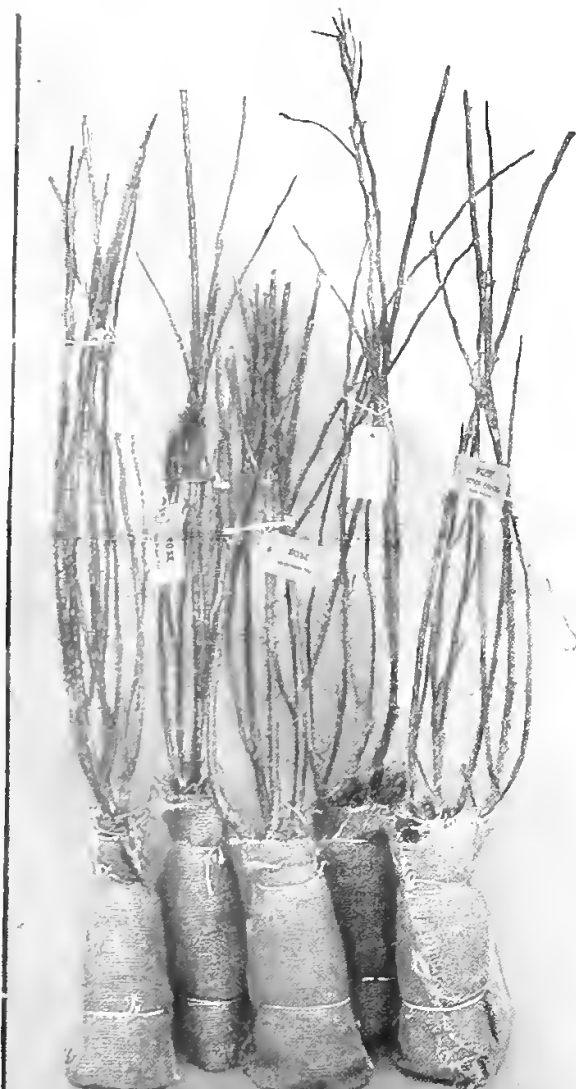
Our prices are f. o. b. Newark, New York, 30 days net; 2 per cent discount if paid within 10 days of date of invoice; or 90 days' Trade Acceptance from date of bill, with interest.

The quotations in the folder are for plants wrapped in moss and burlap, properly packed in our special retail dealers' cases. See photographs on this page.

The Sales Helps described in adjacent column will be supplied free upon request.



J. & P. Shrubs, labeled and wrapped, ready to hand across the counter



J. & P. Roses as they come wrapped in burlap ready for the customer

JACKSON & PERKINS COMPANY

NEWARK, NEW YORK

INDIVIDUALLY WRAPPED PLANTS ORDER FROM THIS LIST

ROSES

And Preserve It for Reference

Hybrid Teas

These average 1½ feet high and bloom all summer and fall

Columbia. Bright pink; well-formed; fragrant. Good for cutting.	Per 10	Per 100
Double White Killarney. Snow-white; lovely, long buds; blooms freely.	4 50	42 00
Duchess of Wellington. Long, golden buds; large, light yellow flowers.	4 50	42 00
Etoile de France. Very double, rich crimson, fragrant flowers.	4 00	37 00
Gruss an Teplitz. Bright red, decorative flowers on giant bushes.	4 00	37 00
Killarney. Brilliant pink; long, graceful buds; very free flowering.	4 00	37 00
Los Angeles. Golden pink and yellow; fragrant, beautifully formed flowers.	4 50	42 00
Mme. Butterfly. Pale pink and gold; fragrant and exquisitely formed.	4 00	37 00
Mme. Caroline Testout. Bright, satiny pink. Good growth and bloom.	4 00	37 00
Mrs. Aaron Ward. Golden buff and fawn flowers of dainty shape.	4 50	42 00
Ophelia. Pearly pink and cream; curled shell-like form.	4 00	37 00
Radiance. Bright pink. The most popular rose in America.	4 00	37 00
Red Radiance. Light crimson. A close second to Radiance.	4 00	37 00
Souvenir de Claudius Pernet. The best pure yellow Rose grown today.	5 50	52 00
Sunburst. Orange and creamy yellow.	4 50	42 00

Hybrid Perpetuals

Average 4 feet high; bloom in June and occasionally in fall

American Beauty. Dark rose-pink, very double, large, and exceedingly fragrant flowers. Blooms freely through the season.	Per 10	Per 100
Frau Karl Druschki. Snow-white; immense buds and flowers; not fragrant. Blooms continuously. Very beautiful.	3 50	32 00
General Jacqueminot. Bright crimson, very fragrant flowers of old-fashioned charm. One of the most popular of all roses.	3 50	32 00
Georg Arends. Tender, light pink flowers of great size, exquisite form, and delicate perfume.	3 50	32 00
Paul Neyron. Rich old-rose pink, very fragrant flowers of immense size. Blooms freely in summer and fall.	4 00	37 00

Climbing Roses and Others

Very tall growth, bloom once each season

Climbing American Beauty. Large, well-formed flowers of purplish crimson; fragrant. Blooms early.	Per 10	Per 100
Crimson Rambler. Small, vivid red flowers in gigantic clusters, produced with utmost profusion. Very popular.	2 50	22 00
Dorothy Perkins. Small, crinkled flowers of soft shell-pink, in immense bunches, very freely produced.	2 50	22 00
Excelsa. Light, bright crimson of the Dorothy Perkins type. Almost as bright as Crimson Rambler and a better grower.	2 50	22 00
Yellow Rambler. Bright yellow buds and creamy white flowers in very large clusters.	3 50	32 00
Mary Wallace. Large, cupped, shining pink flowers with yellow centers. A new and very charming variety.	4 50	42 00
Paul's Scarlet Climber. Well-formed flowers of bright scarlet, freely produced.	3 50	32 00
Baby Rambler. Blooms similar to Crimson Rambler produced all season on a dwarf, bushy plant.	3 50	32 00
F. J. Grootendorst. Hybrid Rugosa. Clusters of bright red flowers on a vigorous, shrubby bush which blooms all season.	3 50	32 00
Persian Yellow. Briar. Golden yellow flowers on a bushy shrub which blooms in May and June.	4 00	37 00

HARDY SHRUBS AND VINES

SHRUBS

ALMOND, Double-flowering Red. A bushy shrub which is covered with bright pink rosette-like flowers very early. 2 to 3 ft., \$4 for 10, \$37 per 100.

BARBERRY, New Red-leaved. A Japanese Barberry, with brilliant red leaves. 2-year plants, \$5.75 for 10, \$52 per 100.

DEUTZIA gracilis. A charming, fountain-like bush with myriads of pinkish flowers. 15 to 18 ins. \$3.50 for 10, \$32 per 100.

HYDRANGEA paniculata grandiflora. Big shrubs with immense white flowers. 1½ to 2 feet, \$3.50 for 10, \$32 per 100.

SPIRÆA Van Houtte. Gracefully drooping shrubs covered with gaudy white flowers in late spring. Plants 2 to 3 feet high, \$2 for 10, \$18 per 100.

SNOWBALL. Big shrubs with snow-white balls of flowers in late May. Plants 1½ to 2 feet high, \$3.50 for 10, \$32 per 100.

WEIGELA, Eva Ratlike. Bushes with tubular crimson flowers. 1½ to 2 feet, \$3.50 for 10, \$32 per 100.

Weigela rosea. A pink variety. 2 to 3 feet, \$2.50 for 10, \$20 per 100.

Just as furniture is needed within the walls of a house to make it home, Shrubs and Vines are needed out-of-doors to give it the appearance of comfort and stability.

A vine-clad porch or wall, a protecting hedge, a few massed shrubs at the angles or along the foundations, give solid, substantial permanence to a house. The few dollars invested in plants and vines are reflected a hundred-fold in the actual market value of the property, and return continual and unfailing dividends of satisfaction to its owner.

The seedsman should realize that in selling Shrubs and Vines he is dispensing not merely plants, but actual real-estate value, home satisfaction, and civic beauty.

SHRUBS, continued

LILAC, Common Purple. Too familiar to need description. 2 to 3 feet high, \$3 for 10, \$27 per 100.

HONEYSUCKLE, Red Tartarian. Pink flowers and red berries. 2 to 3 feet, \$2.50 for 10, \$22 per 100.

VINES

CLEMATIS Jackmanii. A graceful, rapid-growing climber which produces rich masses of violet-blue flowers. 2-year plants, \$4.50 for 10, \$42 per 100.

Clematis paniculata. A fine, rapid-growing climber which blooms in a mist-like profusion of small, starry white flowers. 2-year plants, \$2.25 for 10, \$20 per 100.

BOSTON IVY (Ampelopsis Veitchii). The best vine for covering stone, stucco, or brick walls, clinging closely, forming a beautiful mat of glossy foliage which becomes brightly colored in autumn. 2-year plants, with 1½ to 2-foot tops, \$3.50 for 10, \$32 per 100.

DUTCHMAN'S PIPE. A vigorous-growing vine with hooded leaves and curious greenish purple flowers shaped like a pipe. 3-year plants, with 2 to 3-foot tops, \$5.50 for 10, \$52 per 100.

WISTERIA, Chinese Purple. A lofty-growing vine with gracefully drooping clusters of pale purple flowers. \$3 for 10, \$27 per 100.

BARBERRY, Japanese. These should be sold in quantity for hedge purposes. We send them always in lots of 10, not wrapped. \$14 per 100.

HYDRANGEA, Hills of Snow. A shrub with large, pure white flowers in late summer. 1½ to 2 feet high, \$3.50 for 10, \$32 per 100.

SPIRÆA, Anthony Waterer. Dwarf, erect bush, with rose-pink flowers in midsummer. Good for edging. 1½ to 2 feet, \$3 for 10, \$27 per 100.

PRIVET, California. This is the most popular hedge plant in the country. Very valuable for hedges, screens, or against foundation walls. One of the toughest and most satisfactory plants to grow. Plants 2 to 3 feet high, in bundles of 25, not wrapped, \$0 per 100; 18-24 in., \$4 per 100; 12-18 in., \$3 per 100.

FORSYTHIA Fortunei. Bright yellow flowers; very early. One of the brightest and finest shrubs to grow. 2 to 3 feet, \$2.50 for 10, \$22 per 100.

PHILADELPHUS grandiflorus. Commonly called "Mock Orange." Full and spreading, like a lilac, 2 to 3 feet, \$2 for 10, \$18 per 100.

HONEYSUCKLE, H. a 11's Japan. Sweet-scented flowers; vine makes good shade in porches or arbors. \$2 for 10, \$17 per 100.



The large Rose above is Georg Arends, one of the best Hybrid Perpetuals. The Climber below is Dorothy Perkins, which illustrates one of the many uses for this type of Rose.



THE DESCRIPTIONS of the plants offered on this page have been made as accurate as our command of the language permits. The colored pictures are unusually faithful to the subjects they represent and give an excellent idea of what they look like. In making an order for Nursery Stock, the seedsman should try to carry the complete line, making up his lists in units of 10, 20, 30, 50, or 100 of a variety. If the dealer is not well informed about the varieties, or if he is in doubt about the purpose for which they may be used, we will gladly give him the benefit of our experience in making up orders in the proper proportion of varieties.

Every plant will be individually wrapped and labeled

HARDY PERENNIALS

These are the popular, old-fashioned flowers, which, when once planted, come up every year without special attention. They grow and bloom in spring and summer, die down in autumn, rest over winter, and spring into growth very early the next year.

We have chosen three of the best types to offer in a well-selected range of color. Our stock consists of fine, well-established, field-grown clumps, each securely wrapped in paper or burlap and properly labeled.

These plants should be sold in quantity, especially the Delphiniums and Phlox, as both of them look best in the garden when grouped in considerable masses.

With the tremendous interest now displayed on all sides in hardy garden flowers, there should be excellent profit in vigorously pushing the sale of these plants.

Delphiniums. The illustration opposite shows the habit and prevailing color of the fine new Delphiniums which we offer. These flowers are tremendously popular because of their exquisite blue color which is so rare and difficult to obtain in the garden.

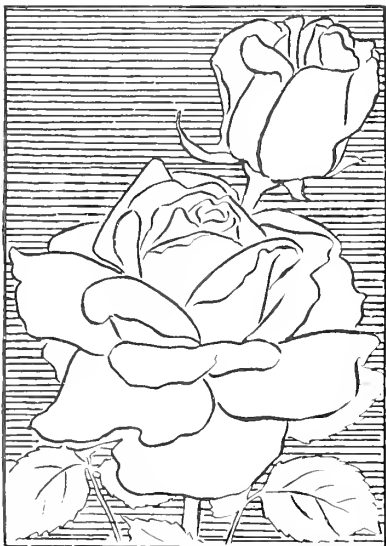
\$1.50 for 10; \$12 per 100

Peonies. These are so well known as to need no illustration. They are very healthy, and long lived, clumps living on for generations, increasing in size and beauty year by year. The flowers are larger than any other commonly grown outdoors, and they come in late May and early June, in season for Decoration Day and June weddings. There are innumerable varieties, but we have simplified ordering by grouping them by color only. Ours are well-grown, healthy clumps of well-known, sturdy varieties. We offer them by color only, as follows:

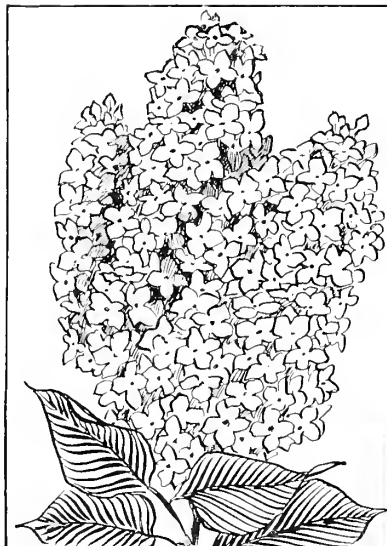
White.	Per 10	Per 100
Pink.	\$2.00	\$17.00
Red.	2.25	20.00
	2.50	21.00

Phlox. The Perennial kind is entirely distinct from the Annual sort, which is usually raised from seed. The plants throw up numerous straight leafy stems 2 to 4 feet high, each crowned with an immense panicle of round, flat flowers, some of which are nearly an inch across. It blooms over a long season in midsummer, and for many weeks is the most conspicuous thing in the garden if it is planted in masses as it should be. The varieties range through many shades of blue, white, pink, and red, many of which are very much alike. Our selection excludes those of the nungenta shades to which many people object and includes only those of clear, clean, and distinct tints. The illustration opposite, is reduced in size, but shows the type of bloom and one of the many shades of pink which can be expected in this popular flower. We offer four distinct colors:

White.	Per 10	Per 100
Pink.	\$1.25	\$10.00
White with red eye.	1.25	10.00
Red.	1.25	10.00



Hybrid Tea Rose



Lilac



Snowball

Advertise Your Business

WE will supply electrotypes of the snappy little pictures shown here, and half a dozen others, to seedsmen who advertise in their local newspapers.

A few well-got-up advertisements, made attractive by these pictures, will do wonders in creating interest and a favorable impression, and will bring people into the store.

ADVERTISING PAYS



Baby Rambler Rose



Climbing Rose



Peony